

HSA LEARNING & PERFORMANCE SOLUTIONS LLC

Corporate Fact Sheet

WHO WE ARE

HSA is a leader in workplace performance improvement. Our proven learning and performance solutions have helped maximize employee performance at organizations worldwide.

For over 25 years, our dedication to the improvement of human learning and performance through application of systematic, systemic and scientific means has helped maximize employee performance at organizations worldwide. HSA creates custom learning and performance solutions that achieve valued business results. HSA also offers in-house seminars in instructional design, training delivery and performance consulting.

HSA principals, Harold D. Stolovitch, PhD, CPT and Erica J. Keeps, MEd, CPT, are committed to advancing the field of Human Performance Technology. Together, they offer more than 80 years of consulting experience in business, industry and government organizations. They have held key positions in professional societies and are recipients of numerous professional awards.

Stolovitch and Keeps are the authors of *Telling Ain't Training*, *Beyond Telling Ain't Training Fieldbook*, *Training Ain't Performance* and *Beyond Training Ain't Performance Fieldbook* published by ASTD Press. Together, they are co-editors of the first two editions of the award-winning *Handbook of Human Performance Technology: A Comprehensive Guide for Analyzing and Solving Performance Problems in Organizations* and *Improving Individual and Organizational Performance Worldwide* and authors of the toolkit series, *Engineering Effective Learning Toolkit* and *Front-End Analysis and Return on Investment Toolkit* published by Jossey-Bass/Pfeiffer.

Dr. Stolovitch is an emeritus professor of Instructional and Performance Technology, Université de Montréal and a former clinical professor of Human Performance at Work, University of Southern California.

HSA TEAM

HSA associates possess professional qualifications and organizational experience in a wide range of fields and services related to training and performance technology. Expertise includes needs and task analysis, training materials and course development, user documentation, performance aids and multimedia systems design, instructional delivery (live or electronic), implementation, management of the training function and transformation of training departments to performance support organizations.

HSA CLIENTS

HSA targets its solutions at organizations where effective learning measurably improves business performance. HSA clients represent a variety of industries with emphasis in high technology, telecommunications, automotive, financial, pharmaceutical, transportation, and utilities and include market-leading companies such as Oracle, General Motors, Bell Canada,



Telecom Asia, Canadian Pacific Railway, Canadian Business Development Bank, Bank of Montreal, Rio Tinto-Alcan, Prudential, Century 21, CDW, Canadian Navy, Chrysler, General Motors, International Association of Fire Fighters, Nissan, Pfizer, Southern California Gas, The Coffee Bean and Tea Leaf, USDA as well as the military, the police, government, counter-terrorism agencies, healthcare institutions and many others.

HSA SERVICES

HSA operates worldwide offering a full range of services to improve workplace performance, which includes:

Learning Solutions: HSA provides cost-effective, custom-blended learning solutions that incorporate intelligent combinations of learning interventions and delivery technologies. To ensure learning transfer, HSA partners with its clients to select, design and implement the appropriate learner-centered and performance-based solutions.

- Technology-Based Training (CD-ROM, elearning)
- Live-Instruction
- Labs, Games and Simulations
- Self-Directed Learning
- Peer Assisted Learning (PAL)
- Structured On-the-Job-Training
- Learner Controlled Instruction (LCI)
- Virtual Classroom
- Documentation

Performance Solutions: Training is not always the appropriate solution for performance issues. Even when suitable, it rarely is sufficient to achieve and sustain desired performance improvement results. HSA designs and develops interventions to address its clients' critical, non-learning performance needs.

- Assessment/Certification
- Job Aids
- On-line Help
- Performance Support Systems (PSS)
- Incentives/Feedback Systems

Consulting Services: Organizations often lack the internal expertise or objectivity to make learning and performance improvement decisions. HSA's highly qualified learning and performance professionals help clients make the right decisions with confidence.

- Front-End Analysis/Needs Assessment
- Performance Consulting
- Curriculum and Learning Environment Design
- Transition from Training to Performance Support
- Evaluation and Measurement
- Job Task Analysis (JTA)
- Benchmarking Studies



Workshops: HSA offers a full range of in-house professional development workshops that can be customized for specific client needs. These include:

- Instructional Design—A five-day mini-master's program on instructional design from front-end (gap) analysis to long-term monitoring and maintenance or a three-day hands-on workshop on design and development of courses and training materials.
- Front-End Analysis & Performance Consulting—A half-day, one-day, or two-day seminar on identifying performance needs, conducting worth analysis, and/or laying the foundation for a learning and performance support organization.
- Training Delivery—A one-, two-, or three-day program on developing trainer skills.
- Master Trainer Program—A two- or three-day highly interactive Professional Trainer workshop that includes video practice and systematically documented feedback. Master-trainer participants act as trainer-trainees on the first day to experience – in a learner mode – what they will later teach in-house to new trainers. The second day, they review the course and materials of the previous day, and then practice running the course (with structured feedback). HSA offers certification and licensing.

HSA AWARDS

HSA principals, Harold D. Stolovitch and Erica J. Keeps, have received numerous awards recognizing their professional contribution to the field of learning and performance. Stolovitch is the recipient of the International Society for Performance Improvement's (ISPI) Thomas F. Gilbert Award for Distinguished Professional Achievement, Outstanding Research, Outstanding Member, Distinguished Professional Achievement and Member-For-Life awards, the President's Award for Lifetime Achievements from the Canadian Society for Training and Development, and in 2004, he and his team won the American Society for Training and Development Outstanding Research Award for their work on Incentives, Motivation and Workplace Performance. Keeps is the recipient of ISPI's Distinguished Service award and Member-For-Life awards from the Michigan, Montreal, and Los Angeles chapters. HSA is a 2002 recipient of ISPI's Outstanding Performance Aid Award for their work with Imperial Oil.

HSA COMPANY INFORMATION

HSA is a privately held company founded in 1981.

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